

What is claimed is:

- 1 1. A method, comprising:
2 receiving a call request from an entity to establish an interactive call
3 session;
4 receiving information associated with the entity; and
5 providing the information in the call request.
- 1 2. The method of claim 1, wherein receiving the information comprises
2 receiving the information from a storage device.
- 1 3. The method of claim 2, wherein receiving the information from the
2 storage device comprises receiving the information from a database stored in the storage
3 device.
- 1 4. The method of claim 3, wherein receiving the information from the
2 database comprises receiving the information using structured query language messages.
- 1 5. The method of claim 1, wherein providing the information comprises
2 adding the information in a body portion of the call request.
- 1 6. The method of claim 5, wherein providing the information comprises
2 using at least one of a Session Initiation Protocol control gateway interface and Session
3 Initiation Protocol servlet.
- 1 7. The method of claim 6, wherein providing the information comprises
2 updating a content-type field of the call request in response to adding the information to
3 the body portion of the call request.
- 1 8. The method of claim 7, wherein updating the content-type field comprises
2 updating the content-type field to a multipart/mixed type.

1 9. The method of claim 6, wherein providing the information comprises
2 updating a content-length field of the call request based on at least the information added
3 to the body portion of the call request.

1 10. The method of claim 1, wherein providing the information comprises
2 forwarding the call request to a presentation device.

1 11. The method of claim 1, wherein providing the information comprises
2 providing the information as Multipurpose Internet Mail Extensions type.

1 12. The method of claim 11, wherein providing the information comprises
2 providing the call request having portions according to one or more of formats selected
3 from the group consisting of a Session Description Protocol, an audio format, a video
4 format, a web page format, and an electronic mail format.

1 13. The method of claim 1, wherein receiving the call request comprises
2 receiving a Session Initiation Protocol message.

1 14. The method of claim 13, wherein receiving the request comprises
2 receiving an Invite request.

1 15. The method of claim 1, wherein receiving the call request comprises
2 receiving a call request to establish a real-time, interactive call session between the
3 calling entity and the called party.

1 16. The method of claim 1, further comprising determining a type of the
2 information and initiating a corresponding application to process the information.

1 17. The method of claim 16, wherein initiating the application comprises
2 executing a web browser application.

1 18. The method of claim 1, wherein providing the information comprises
2 providing the information that is in a Multipurpose Internet Mail Extensions format
3 selected from a group consisting of Java Enhanced Session Initiation Protocol, Hyper
4 Text Markup Language, and Extensible Markup Language.

1 19. An apparatus for use in a data network, comprising:
2 an interface to receive an invitation from a party over the data network to
3 establish a call session, the invitation comprising a header portion and a body portion of
4 the invitation; and
5 a controller communicatively coupled to the interface, the controller to
6 provide calling party information in the body portion of the invitation, wherein the calling
7 party information is based on a portion of information stored in the header portion.

1 20. The apparatus of claim 19, wherein the controller is adapted to look up the
2 calling party information from a storage unit.

1 21. The apparatus of claim 20, wherein the controller is adapted to look up
2 information in a database stored in the storage unit.

1 22. The apparatus of claim 19, wherein the controller is adapted to append the
2 calling party information in the body portion of the invitation using at least one of a
3 Session Initiation Protocol control gateway interface and Session Initiation Protocol
4 servlet.

1 23. The apparatus of claim 19, wherein the controller is adapted to append the
2 calling party information in the body portion of the invitation.

1 24. The apparatus of claim 23, wherein the controller is adapted to update a
2 content-length field in the header portion of the invitation based on at least the appended
3 calling party information.

1 25. The apparatus of claim 24, wherein the controller is adapted to update a
2 content-type field in the header portion of the invitation based on at least the appended
3 calling party information.

1 26. The apparatus of claim 25, wherein the controller is adapted to update the
2 content-type field to indicate multipart/mixed type.

1 27. The apparatus of claim 26, further comprising the controller adapted to
2 display the calling party information.

1 28. The apparatus of claim 19, wherein the invitation comprises a Session
2 Initiation Protocol message.

1 29. The apparatus of claim 28, wherein the invitation comprises an Invite
2 request.

1 30. The apparatus of claim 19, wherein the controller is adapted to forward the
2 invitation comprising the calling party information to a presentation device.

1 31. The apparatus of claim 19, wherein the controller is adapted to provide the
2 calling party information of Multipurpose Internet Mail Extensions type.

1 32. The apparatus of claim 31, wherein the calling party information of the
2 Multipurpose Internet Mail Extensions type is selected from a group consisting of Java
3 Enhanced Session Initiation Protocol, Hyper Text Markup Language, and Extensible
4 Markup Language.

1 33. An article comprising at least one machine-readable storage medium
2 containing instructions that when executed cause a system to:
3 receive a first call request from a first entity to establish a call session with a
4 second entity;

5 look up calling party information in response to receiving the first call request;
6 and
7 generate a second call request to the second entity, wherein the second call
8 request contains the calling party information.

1 34. The article of claim 33, wherein the at least one machine-readable storage
2 medium contains instructions that when executed cause the system to receive a Session
3 Initiation Protocol message.

1 35. The article of claim 34, wherein the at least one machine-readable storage
2 medium contains instructions that when executed cause the system to receive a Session
3 Initiation Protocol Invite message.

1 36. The article of claim 35, wherein the at least one machine-readable storage
2 medium contains instructions that when executed cause the system to include at least a
3 portion of the contents of the first call request within the second call request.

1 37. A data signal embodied in a carrier wave and containing instructions that
2 when executed cause a system to:
3 receive a request from an entity to establish a call session, the request
4 having a header portion and a body portion;
5 look up calling party information in response to receiving the request; and
6 provide the calling party information in the body portion of the request.

1 38. The data signal of claim 37, wherein the instructions when executed cause
2 the system to provide the calling party information by adding the calling party
3 information to the request using one of a Session Initiation Protocol control group
4 interface and Session Initiation Protocol servlet.

